



Rough Guides Win Best Integrated Digital Marketing Campaign at the FutureBook Digital Innovation Awards

18<sup>th</sup> March 2011, London, UK

Rough Guides was last night awarded the Best Integrated Digital Marketing Campaign at the Bookseller FutureBooks Digital Innovation Awards for their Make the Most of your Time on Earth campaign.

*Make the Most of Your Time on Earth* is Rough Guides' brand line and bestselling inspirational travel book. A multi-media campaign was devised with staged releases of communications and marketing elements spanning from September 2010 to February 2011, to promote the book and brand message. The campaign included an inspirational 'Win FREE Travel For A Year' competition, an innovative HTML5 website and a viral game alongside traditional advertising and email marketing, all promoting the core campaign/brand line: *Make the Most of Your Time on Earth*.

The FutureBook awards are the first of their kind to recognise the innovation in digital publishing and judges included digital specialists from across the publishing industry. The award ceremony was held last night (17<sup>th</sup> March) in central London and the winners will be put forward for the Digital Innovation of the Year award at The Bookseller Industry Awards.

Liz Statham, Marketing and PR Director at Rough Guides and DK Travel said: "It's a really interesting time for publishers as we move into an ever growing digital space and we're thrilled to have our innovation recognised. The Make the Most campaign used the best of all the new tools that we have at our disposal as well as traditional marketing elements which is what made it such an exciting project for us to work on."

### **About Rough Guides:**

Rough Guides, a leading travel and reference brand, has sold over 30 million books since 1982, with on average one sale every 10 seconds. An award-winning CoolBrand® - with a mix of accurate, up-to-date information and contemporary writing - Rough Guides is passionate about travel and renowned for telling it like it is. Rough Guides also create bespoke travel content for a range of formats from customised print guides to mobile applications, visit [www.roughguide.biz](http://www.roughguide.biz) for more information.

Rough Guides are part of the Penguin/Pearson family who have offices worldwide. Start your journey at [www.roughguides.com](http://www.roughguides.com) <<http://www.roughguides.com>>. Make The Most Of Your Time On Earth™

For more information or to organise an interview with a spokesperson, please contact Rachel Sprackett - [press@roughguides.com](mailto:press@roughguides.com) or call 0207010 3701

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